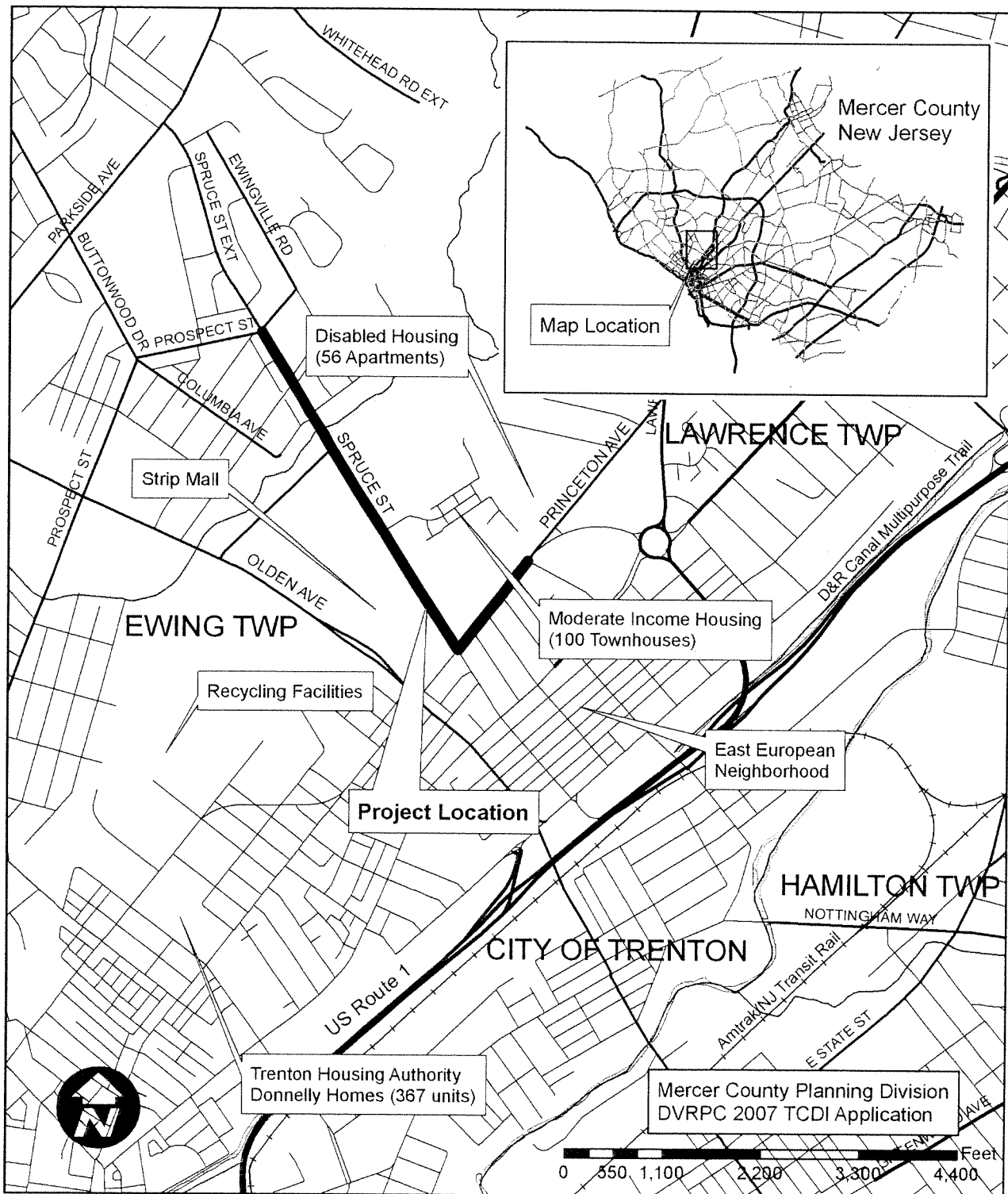


<p>TCDI</p>	<p>Application Form</p>	
	<p>2007 Grant Application Form</p>	
<p>Applicant:</p>	<p>County of Mercer, NJ, in cooperation with Ewing Twp, Lawrence Twp, Ewing Twp Redevelopment Agency Brian M. Hughes, County Executive McDade Administration Building 640 S. Broad St. / PO Box 8068 Trenton, NJ 08650-0068 Project Contact: Matthew Lawson, Principal Planner Voice: 609-989-6545 Fax: 609-989-6546 mlawson@mercercounty.org</p>	
<p>Project Title:</p>	<p>Traffic Safety, Site Access, and Smart Growth Zoning across Municipal Borders</p>	
<p>Project Location:</p>	<p>(see map next page)</p>	
<p>Budget:</p>	<p>Total Budget: \$160,049 TCDI Funds: \$125,000 Match: \$35,049 (22% of total budget) Source of Match: Direct costs \$4000; staff time at 4 agencies \$31,049. Also see narrative for descriptions of related projects totaling more than \$250,000 since 2004.</p>	
<p>Project Type:</p>	<p>Planning & Land Use Management: create planning conformity across municipal borders; new mixed use zoning categories for each municipality; Reuse & Revitalization: infill, grayfield & underutilized parcel redevelopment; Transportation & Infrastructure: traffic safety engineering, driveway consolidation/access management. Other: --</p>	
<p>Project Schedule:</p>	<p>24 Months</p>	
<p>X</p>	<p>Signature of Chief Elected Official: </p>	<p>Date: <u>2/22</u> Title: <u>County Executive</u></p>

2. Project Area Map



3. Project Narrative

The proposed project is part of a long-term, multi-municipal effort to organize incompatible land uses in three towns into a unified plan that will catalyze more intensive infill, brownfield, and grayfield redevelopment in an urbanized and economically disadvantaged area of the county. The project focuses on enhancing multi-modal safety and preserving capacity on intersecting county collectors, Spruce Street (CR 613) and Princeton Avenue (CR 583). Project tasks include developing (1) alternative engineering designs for traffic calming or traffic control that improve multi-modal safety, (2) an access management plan for parcels adjacent to these road segments, and (3) a mixed-use zoning category for inclusion in two towns' land development standards as an alternative to the Highway Commercial zones currently in place.

Problem Statement

The intersection of Spruce Street (County Route 613) with Princeton Avenue (County Route 583) marks the point where the City of Trenton meets the older suburban townships of Ewing and Lawrence. Though they are in very close proximity, land uses in the three towns vary dramatically. In Trenton a dense traditional neighborhood of working class homes houses a growing population of new immigrants from eastern Europe. Lawrence has the historic Trenton Farmers' Market and numerous, disconnected, single-purpose residential developments (one with 100 moderate-income townhouses, one with 160 apartments for low income elderly, one with 56 barrier-free apartments for the disabled). And in Ewing, an auto-dependent commercial corridor on nearby Olden Avenue (County Route 622) gives way to active and vacant industrial sites and two recycling transfer facilities (one private, one County operated). Clearly, from the mix of uses, land use planning for this area has never been done with a shared, consistent vision. The proposed project will help achieve and implement such a vision by working with stakeholders to develop a zoning category that is consistent between municipalities on either side of the road that separates them.

From a transportation perspective, this area of Mercer County is dominated by the intersection of US Route 1, the economic spine of the County, and Olden Avenue, which was laid out in the 1930s as a ring road connecting the new auto-dependent suburbs around Trenton. While interstate I-95/I-295 now serves as the ring road for the Trenton area, Olden Avenue remains a critical east-west connector (AADT = 30,993) and remains a significant automobile-focused commercial corridor in Ewing. In relation to Route 1 and Olden Avenue, Princeton Avenue and Spruce Street are collector roads serving more local trips. However, with market forces beginning to drive redevelopment in this area (Home Depot and Super Shop-Rite stores have opened on Olden since 2002), maintaining the local character and traditional function of Spruce Street is a concern for nearby residents in Ewing and Lawrence, as well as for county and municipal governments. In particular, a Wal-Mart tentatively proposed for several grayfield parcels on Spruce would significantly affect traffic operations and the character of the road. Increased traffic would clearly impact businesses on the Lawrence side of Spruce Street, including the Trenton Farmers' Market, but the majority of the impact would be in Ewing. In light of these new development pressures, other proposed project tasks include developing traffic engineering design alternatives (with and without the trips generated

by a new Wal-Mart) to preserve or enhance multi-modal safety and levels of service on Spruce and Princeton, as well as a plan for driveway consolidation to facilitate safe access to and egress from adjacent parcels.

In summary, the goals of this project are (1) to work with municipal officials, local residents, and local business owners to create an economic development vision for property parcels along Spruce Street and Princeton Avenue, (2) to develop a zoning category (probably mixed use), ready for insertion into existing municipal land development standards, to both steer and attract appropriate development, (3) to develop a plan for managing site access that will enhance safety for motorists, cyclists, and pedestrians while preserving mobility on these roadways, and (4) to develop traffic engineering design alternatives that complement the access management plan and include consideration of new traffic calming and traffic control measures. The expected impacts of this project for nearby disadvantaged populations include a more vibrant and diverse economic base and safer, more comfortable mobility options.

Previous Efforts

In 2004, with support from the New Jersey Department of Community Affairs, Mercer County invited an Urban Land Institute (ULI) Advisory Services Panel to create a redevelopment vision plan for the multi-municipal area described above. The panel interviewed scores of local officials, residents, and business owners, analyzed regional market potential, and applied cutting edge planning concepts to develop a long-term, large-scale vision for the area. That vision included promoting the Trenton Farmers' Market as a regional economic attraction, intensifying land use with mixed use infill and site redevelopment, and an entirely new residential neighborhood, with a new street network, on the site of the waste transfer facilities south of Olden. The panel also recommended 'branding' the area and suggested the name 'Mercer Crossings.' Finally, the panel acknowledged that such an ambitious vision for redevelopment would require considerably more study and refinement.

In 2005, staff from the Mercer County Planning Division and the Mercer County Department of Transportation and Infrastructure began to meet regularly with municipal officials from Trenton, Lawrence, and Ewing, as well as representatives of the New Jersey Department of Community Affairs, the Ewing Township Redevelopment Agency (which includes much of the ULI study area in Ewing in its Olden Avenue Redevelopment Plan), and the Municipal Land Use Center at the College of New Jersey.¹ The purpose of these meetings was to review and assess the ULI recommendations and identify other studies and activities that would lead to area redevelopment. As part of this process, the staff of the Municipal Land Use Center researched and wrote a white paper on legal and financial mechanisms for intermunicipal cooperation in economic redevelopment (executive summary attached). The MLUC also supported a summer intern in 2005 to survey and quantify land uses in the study area that fail to conform to existing zoning standards.

¹ The Municipal Land Use Center had an interest in the redevelopment project not only because of its role as a provider of planning technical assistance to these towns and others in central New Jersey, but also because its home at The College of New Jersey is less than two miles from the study area.

In cooperation with the informal 'Mercer Crossings advisory committee' described above, Mercer County planning staff requested support for two additional planning studies for completion in 2006. One of these was a DVRPC planning work program project analyzing existing traffic operations in the Mercer Crossings area, and developing travel demand models for one of ULI's key transportation recommendations: a new collector road through several underutilized super-blocks. While the DVRPC report has not been finalized, preliminary results from the travel demand model showed that extending Calhoun Street parallel to Princeton Avenue would relieve some congestion at existing choke points. The segment that would relieve the most congestion, however, is essentially a bypass around the intersection of Spruce and Princeton, behind the Trenton Farmers' Market. Unfortunately, that segment would also be the most difficult to build because, instead of passing through a vacant industrial site and a mall parking lot like the other segments, building it would require condemning several viable businesses and half of a new moderate-income residential neighborhood. From the ULI perspective, the other segments of the new proposed road were more important for accelerating economic redevelopment than for transportation needs, and those segments have already been added to the recently-updated Ewing Township Master Plan. In contrast, the segment in Lawrence behind the Farmers' Market is not favored by Lawrence municipal officials. Given existing and predicted congestion at the intersection of Princeton and Spruce, the DVRPC travel demand model clearly shows the need for traffic design alternatives on both intersection approaches. This finding serves as a significant motivation for the project proposed here.

The other post-ULI study that the County commissioned, with partial support from the NJ Department of Community Affairs, was a concept plan for improving the Trenton Farmers' Market and nearby parcels. This study was conducted by the Project for Public Spaces (PPS), which is not only an international leader in planning the revitalization of urban public markets, but also has been a key consultant supporting the New Jersey Department of Transportation in its new emphasis on context sensitive solutions and linking land use and transportation planning. Completed last fall, based on four surveys, three major public outreach events, and close collaboration with the Farmers' Market Board and adjacent business owners, the PPS final report included a host of recommendations for short-term and long-term improvements that will strengthen the Market's attractiveness and economic success, as well as increase food security and nutrition for nearby disadvantaged populations. Their public outreach effort also made it clear that poorly controlled site access is a significant safety issue for patrons of the Farmers' Market and other sites along Spruce Street. Consequently, one of their key recommendations was a near total re-design of site circulation for the Market and adjacent businesses, including consolidating Spruce Street driveways with Halo Farm ('the world's largest micro-dairy') and the Mercer County Agricultural Extension offices. In addition, PPS recommendations for redevelopment along the Princeton Avenue corridor mirrored those of the ULI: infill and redevelop existing parcels with multi-story, mixed use structures built close to the street line, with shared access.

The PPS concept plan, though only recently completed, has already leveraged a \$50,000 grant for implementing their recommended improvements, including the site circulation re-design, from the New Jersey Department of Agriculture. We hope that project will partly overlap with work supported by a TCDI grant. Another upcoming project that may

also contribute is an update of the Olden Avenue Redevelopment Plan. Initial work to update the OARP was undertaken in 2005 and incorporated some of the ULI recommendations by reference. The current update effort is intended to refine and more completely integrate those recommendations through public outreach to stakeholders in the Olden Avenue Redevelopment Area (which includes the south side of Spruce Street). Public outreach is desirable for the OARP update because the mixed-use and residential components of the ULI vision plan constitute a departure from past redevelopment area planning (the redevelopment area was originally drawn to exclude adjacent residential neighborhoods, although it does include one of the few neighborhoods in the township where light industrial and service uses are truly mixed with residential). The schedule for the OARP update project should allow its recommendations to be incorporated into the TCDI project.

These past and current efforts at redevelopment planning constitute an investment of more than \$250,000 in grant allocations and tens of thousands dollars more in time spent on this ambitious, multi-municipal redevelopment project by local government staff members and consulting professionals. The project proposed here responds directly to planning and design needs identified in these earlier studies, and follows directly on the discussion of land use zoning issues on Spruce Street discussed with officials and their planning professionals in the December 2006 meeting of the Mercer Crossings advisory committee.

Project Approach

The approach to the proposed project involves a public outreach effort undertaken by Mercer County staff members, with the support of municipal staff members, combined with technical design work (supporting and responsive to the public outreach effort) by a consultant team selected through an open competitive process.

The geographic scope of the project includes property parcels adjacent to the roadways on two legs of the intersection of Spruce Street and Princeton Avenue: (1) along Spruce Street to the intersection with Prospect Street (CR 627), where light industrial and commercial land uses complete a transition to purely residential uses; and (2) along Princeton Avenue to the beginning of the Brunswick Circle Extension (NJDOT jurisdiction), where a mixed-use Neighborhood Commercial zone transitions to Highway Commercial and site development approvals have very recently been granted for high-volume auto-dependent retail uses.

Scope of Work:

A. Mercer County will:

1. Convene a project steering committee that includes representatives of:
 - Ewing and Lawrence Townships and the City of Trenton;
 - The Ewing Township Redevelopment Agency;
 - The Mercer County Improvement Authority;
 - The Delaware Valley Regional Planning Commission;
 - The New Jersey Department of Community Affairs, Office of Smart Growth; and
 - The Municipal Land Use Center at The College of New Jersey.
2. Organize, fund, and engage in a public outreach effort that solicits input from and reports results to:

- A wider set of local government representatives (e.g., elected officials, zoning and planning boards);
 - Residents, particularly civic association officers, in nearby neighborhoods;
 - Business and property owners along Princeton Avenue and Spruce Streets;
 - Property developers and property managers with a direct stake in the area.
3. Write a final report summarizing project process, deliverables, and public input.
 4. Select, execute a contract with, and oversee the work of a consultant team that will support and respond to the public outreach effort by developing technical documents and engineering designs.

B. The consultant or consultant team will:

1. Attend at least four, no more than six, meetings with the project advisory committee;
2. Attend regular meetings with County staff, as requested;
3. Attend three public meetings with project area stakeholders;
4. Develop, present to project area stakeholders, refine in response to comment from the County and the project advisory committee, and deliver in a format suitable to the intended use:
 - a. Alternative (growth/no-growth) traffic engineering designs for designated segments and intersections of Spruce Street and Princeton Avenue;
 - b. A site-specific access management plan for consolidating driveways and providing shared access to property parcels in the study area, which may include concept plans for alleys, connectors, or backage roads;
 - c. Clauses suitable for insertion into the county's and the municipalities' land development standards that would allow enforcement of provisions in the access management plan and access management standards more generally;
 - d. Fully developed zoning categories, with criteria as specified by the project advisory committee, in the style of and suitable for inclusion in the land development standards of the Township of Ewing and the Township of Lawrence;
 - e. Display materials illustrating, in a way understandable to diverse stakeholders, the draft and final traffic design, access plan, and zoning category concepts.

Deliverables:

1. Project management and project support activities;
2. Public outreach effort;
3. Draft and final report summarizing public outreach effort and other project activities;
4. Technical products as specified in B.4.a through B.4.e above.

Schedule:

Month 0: Grant awarded;
Month 1: Constitute advisory committee;
Month 6: Award consultant contract;
Month 9: First public outreach meeting;
Month 12: Public meeting presenting draft engineering, access, and zoning concepts;
Month 18: Delivery of final technical materials and documents;
Month 20: Draft report to advisory committee;
Month 24: Final report to advisory committee.

4. Affected Population

The following table shows 2000 US Census data for the 15 block groups within a one-mile radius of the intersection of Princeton Avenue and Spruce Street, compared to the Trenton SMSA (i.e., Mercer County).

<i>Feature</i>	<i>Area</i>	<i>County</i>	<i>Feature</i>	<i>Area</i>	<i>County</i>
Population (N)	17,785	350,761	Rental housing	43.8%	33.0%
Under Age 18	26.2%	24.0%	BA+ Education	11.4%	34.0%
Over Age 64	13.3%	12.6%	Disabled adults	26.9%	16.5%
Race White alone	42.8%	68.5%	Immigrant post 1990	12.2%	6.6%
Race Black alone	46.4%	19.8%	Engl. LT 'very well'	16.5%	8.5%
Hispanic (any race)	13.1%	9.7%	Unemployed	6.2%	4.9%
Single mothers w/kids	13.5%	7.4%	HH income \$75k+	16.6%	36.1%
Vacant housing units	9.1%	5.6%	Fam. Poverty Status	15.8%	5.9%

Housing developments for disadvantaged populations within one mile radius:

- Donnelly Homes (THA): 367 low-income apartments in 2 story apartment blocks;
- Tiffany Woods, Spruce Street: ~100 income-qualified rental and market townhouses;
- Lawrence Plaza Apartments: 160 income and age qualified (62+) rental apartments;
- Project Freedom: 56 barrier-free apartments for individuals with disabilities.

5. Public Involvement

Stakeholders described in project narrative above (residents, officials, business owners, local developers) will be invited to three public meetings:

1. Planning charrette;
2. Presentation and discussion of design concepts responding to charrette;
3. Presentation of final design.

6. Implementation

- Municipalities will ask their planning and zoning boards to consider revising their master plan and land development standards to include zoning language and access management measures.
- County will revise land development standards (and master plan if appropriate) to include access management measures.
- County will explore ROW acquisition at corner of Spruce and Princeton to allow free right turn movement.
- County will re-stripe roadways to meet selected traffic engineering design.
- County will install signals, if called for by selected design and warranted by AASHTO standards.
- County and municipalities will work with property owners to implement access management plan, seeking internal and external capital funding where available and appropriate.

- County and municipalities will continue to cooperate to attract appropriate development to the area.

7. Consistency with TCDI Goals

Transportation Impacts

- New traffic engineering design will improve two congested, dangerous road segments and several intersections;
- Access management plan and mixed use zoning code should reduce congestion and improve mobility;
- Access management plan and/or road diet will make area more friendly to bicycles and pedestrians;
- The Capital Plaza (large strip mall) parking lot on the south side of Spruce Street was identified as a possible park-and-ride location for a feeder line of the Route 1 Bus Rapid Transit system. Denser, mixed use development around this site improves the transit-friendliness of this location.

Attracting Development Investment

- Mixed use zoning responds to developer market demand, as expressed to towns and redevelopment agency.
- Mixed use zoning will increase housing options, development density, shopping opportunities, mobility options, and resident quality of life.

Consistency with Existing Plans

- Infill development and more intensive development of parcels at the edge of the City of Trenton, in the first-generation or older suburbs of Ewing and Lawrence, is consistent with the DVRPC Destination 2030 plan and with the New Jersey's State Development and Redevelopment Plan, with the goal of adaptive re-use of existing infrastructure and limiting environmental impacts from greenfield development.
- From a transportation infrastructure planning perspective, the goal of this project is to identify low-trip-generating land uses that will not further degrade operations of collector roads that are already near capacity. Retaining high-trip-generating Highway Commercial zoning is more appropriate on parcels fronting nearby secondary arterials (e.g., Olden Avenue and segments of US 1 Business).
- The most important feature in the proposed planning effort is to better integrate land use plans in Ewing Township with the relatively dense residential housing development that already exists across the borders in Trenton and Lawrence. In this sense, it brings these three municipal master plans into greater consistency with each other.

Similar or Related Projects

- As the white paper prepared by the Municipal Land Use Center for this project makes clear, there are few precedents and very few legal mechanisms for effective regional planning across municipal borders. The project proposed here is one more step in a long process of building trust and collaborative relations among several municipalities and a county government. Success at this level may result in greater cooperation, and perhaps the creation of an intermunicipal governance mechanism,

such as a combined redevelopment agency capable of sharing payments in lieu of taxes for new developments across municipal boundaries.

8. Non-Profit Status (Not applicable)

9. Supporting Materials

1. ULI final report Executive Summary
2. PPS final report Executive Summary
3. MLUC "Mercer Crossings Implementation Strategies" Executive Summary
4. Letters committing staff support from:
 - a. Township of Ewing
 - b. Township of Lawrence
 - c. Ewing Township Redevelopment Agency
5. Endorsement letter from City of Trenton.

EXCOT COUNTY NEW JERSEY



Overview and Summary of Recommendations

The history of the study area presents a complex story and confounding problems. With the assistance of community leaders and concerned citizens, data from various governmental agencies, and tours of the site, however, the panel's weeklong study resulted in what it believes is a clear understanding of the underlying issues that presently hinder the area's successful redevelopment. The panel's recommendations are summarized below and described in detail later in this report.

Market Potential

The demand for real estate in the study area will be driven by employment opportunities in the government, education, and health care sectors. Employment growth in the area will be slow but stable, and thus demand for limited office/service, retail, and residential uses is projected to exist there. Overcoming the area's physical constraints—as well as its social and political constraints—and accommodating the needs of all of the municipalities' residents will enable the area to achieve its full market potential.

Development Strategies

To overcome the study area's challenges within the current historical and geographic context, the overall development strategy should focus on improving the area's physical appearance by establishing an action plan to spur development in concentrated nodes along the regional corridors and to improve signage, streetscapes, building aesthetics, and parking. Improving the image of the area—which presently is seen as a deteriorated, undesirable location—will require abundant and evident physical improvements and economic development activities.

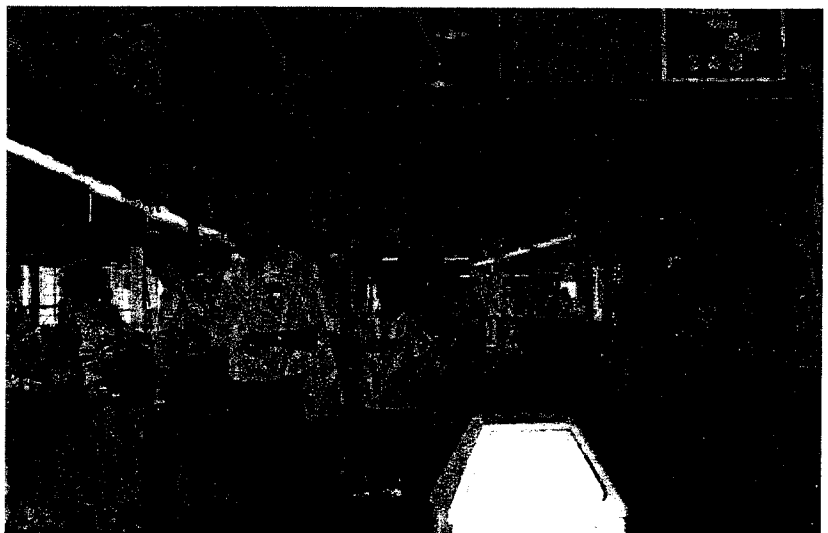
The panel also suggests the adoption of a branding campaign, which will increase civic attention and enable a coordinated vision of redevelopment. To create a rallying point for the execution of a successful revitalization strategy, the panel recommends a new name for the study area: Mercer Crossings.

Planning and Design

To ensure that development patterns realize redevelopment objectives as well as the study area's market potential, the panel presents recommendations to improve the circulation system within the area and between the area and the surrounding region. In addition, it suggests aesthetic, traffic-calming, and other systems and amenities for alternative modes of transportation as a means to reinstate the sense of place and community that formerly existed within the study area.

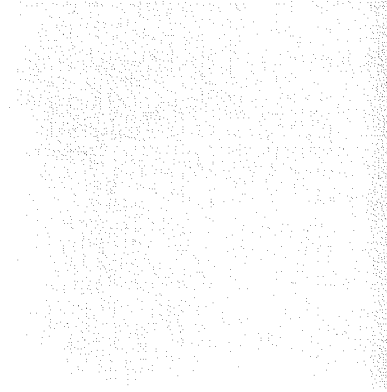
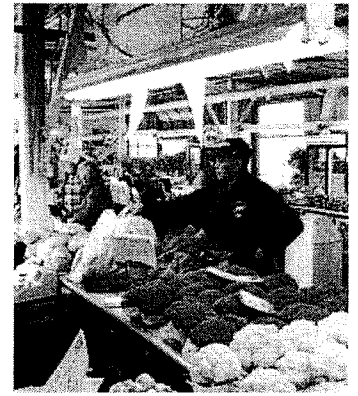
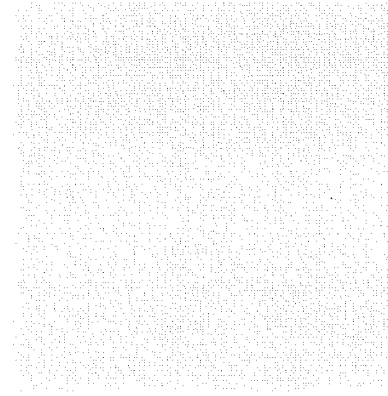
Finally, the panel presents design recommendations for the development of concentrated, mixed-use lifestyle centers—which will be connected to nearby uses—at various sites along the area's corridors.

To revitalize the study area, the panel recommends transforming its corridors into destinations.



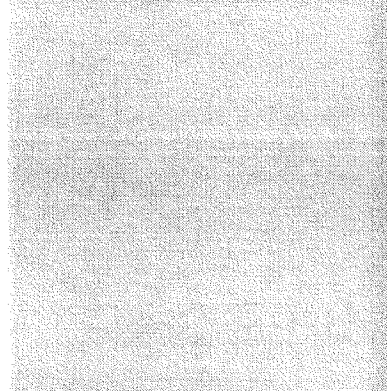
Implementation Strategies

To overcome the political and fiscal impediments that currently hinder the coordinated redevelopment of the study area, the panel suggests the use of planning tools, an institutional design for a redevelopment agency, and various funding sources to initiate the development effort and ensure its sustainability. Civic leadership must act as a catalyst for the redevelopment by coordinating available resources and pursuing opportunities in the area. Furthermore, the public sector's role is to ensure that service and infrastructure capacity are adequate to attract and sustain new development.



Revitalizing the Trenton Farmer's Market

New Opportunities
for the Market &
Surrounding District



Prepared by:

Project for Public Spaces, Inc.
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Prepared for:

Mercer County Planning Department
Mercer County, NJ

October, 2006

Executive Summary

The Trenton Farmers Market, located at the junction of Lawrence and Ewing Townships, and the City of Trenton, NJ is a tremendous social and economic asset to the area. A 2005 Urban Land Institute (ULI) study advisory panel recommended that the market be used as the centerpiece of redevelopment in the tri-township area it christened “Mercer Crossings.” Building off that report, this new study looks at how the market could help create a new center based on Smart Growth principles; redefine the area as a place that is comfortable to walk, bicycle, or take transit to, and to shop and socialize in; further support local farmers and other food purveyors; and bring together the three towns and other stakeholders to create a shared vision for the area. It also looks at how to improve and expand the market, while preserving and enhancing its traditional character and economic and social roles.

The report includes a short History of markets in Trenton; an extensive section of Findings based on surveys, interviews, meetings, and a placemaking workshop; short and longer-term Recommendations on product mix, marketing and programming, market infrastructure, customer amenities, and site design improvements, as well as three short case studies of other market revitalization projects; and a final section on Implementation.

Trenton has a long history of public markets, starting back as early as 1745, which have cycled through various forms of public and private ownership and management over the last 250 years. Given this historical context, we believe that the Trenton Farmers Market can successfully grow and change in the coming years, while maintaining its traditional values and atmosphere.

One of the most important findings in this report is that people love the Trenton Farmers Market, for both its local, fresh produce and other food offerings, as well as for its social aspects. While the market is clean, well-managed, and reasonably successful despite limited resources, there are substantial opportunities for the market to grow and be an even more successful place than it already is. Some of the major areas of opportunity are: the potential for the market to grow its customer base; expanding and diversifying the product mix; improving the image and perception of the market for potential customers; providing more in the way of customer amenities, which would encourage customers to stay in the market longer and shop more; upgrading the market building and its systems; and improving access to the market (and safety in the parking lot) for cars, transit users, bicyclists and pedestrians.

The revitalization of the Trenton Farmers Market will not take place all at once, but will be an evolutionary process, with improvements implemented as funding becomes available and management capacity increases. While this report provides a strategic direction for the market and many detailed recommendations, further engineering and design studies will be needed to move the recommendations here to a more specific level prior to implementation, as well as a definitive, space-by-space retail mix strategy.

A grant from the New Jersey Department of Agriculture will facilitate a number of short-term improvements to the market. These include improvements to the product mix, marketing & promotions, market infrastructure, customer amenities, and access & linkages to the market. Future phased-in improvements in the same categories can be implemented over the next several years, but will require additional strategizing, prioritizing, and fund-raising. Future opportunities to create a market district include working with new partners to traffic-calm the surrounding roads and to catalyze new, complementary development possibilities for adjacent properties and for the underutilized portions of the market property itself.

To take this on, the Trenton Farmers Market will need to increase its management capacity and expand its fundraising abilities. In order to do so, we recommend that the market set up a new 501(c)(3) corporation. This would grant the market access to new revenue sources and serve as a charitable and supportive arm of the existing management structure; it would in no way jeopardize the existing ownership or control of the market.

The recommendations laid out in this report are not the sole responsibility of the Trenton Farmers Market, though. The broad based interest in this project can and should be tapped to bring in new partners to help guide the development and improvement of the district around the market. Local partners will come from the public sector, private business sector, and the non-profit sector and will enable the market to manage change in a sustainable, reasonable manner.

**Mercer Crossings Implementation Strategies:
A Sequel to the ULI Advisory Services Panel Report
August 2004**

for the

**Mercer County Planning Department
Mercer County, New Jersey**

By

Martin A. Bierbaum, Ph.D., J.D.

Director

**The Municipal Land Use Center at The College of New Jersey
Ewing, New Jersey**

April 2005

Executive Summary

This is a report that is a response to a request by the Mercer County Planning Department to The Municipal Land Use Center at The College of New Jersey (MLUC) to provide in effect a sequel to an earlier Report done by the Urban Land Institute (ULI) Advisory Services Panel.

That Panel conducted a site visit upon the invitation of Mercer County to the "Mercer Crossings" Study Area between August 1st and August 6th in 2004. The objective of the ULI Advisory Service Panel's visit and eventually its report was to evaluate the redevelopment opportunities for the Study Area.

Included in the ULI Advisory Services Panel Report was the posing of six questions to be addressed. This report focuses primarily on addressing just one of those six questions, the second one – "How will redevelopment efforts overcome what frequently has been a jurisdictionally fragmented planning and decision-making process?" The ULI Panel felt that the study area suffered from jurisdictional fragmentation that would continue to plague redevelopment efforts if no means to overcome this concern were found.

In addition, the ULI Advisory Services Panel Report called for five steps which it thought were essential to future success. They were leadership, developing and articulating a shared vision, adopting inter-local agreements based on that vision, inter-jurisdictional coordination flowing from those agreements and enlisting an executive director with specified functions.

This Report seeks to extend the thinking of the ULI Advisory Services Panel Report by identifying four institutions of special note that could be instrumental in future redevelopment; a range of approaches to inter-jurisdictional redevelopment; and a set of instruments of financial incentives, programs and planning tools that may also prove useful.

This report concludes that a range of approaches and tools already exist to assist in this effort. The specific combination and synthesis of these approaches and tools should remain flexible to meet the situation as it evolves. More immediate action steps require those identified by the ULI including the need to exercise effective leadership and that leadership's articulation of a vision that might then be transformed into a set of inter-local agreements, a plan for the study area to lead to coordinated and integrated activities.



DOUGLAS H. PALMER
MAYOR

ALAN J. GREENWALD
DIRECTOR

February 20, 2007

Karen Cilurso, Senior Regional Planner
Delaware Valley Regional Planning Commission
American College of Physicians Building, 8th Floor
190 N. Independence Mall West
Philadelphia, PA 19106

Dear Ms Cilurso,

I am writing in support of Mercer County's 2007 TCDI project proposal.

I have represented the City of Trenton in every previous planning study related to the 'Mercer Crossings' redevelopment area, and expect to continue to do so with this project.

The County's TCDI project is tightly focused, which gives it very good chances of success, but that focus makes Lawrence and Ewing townships the primary beneficiaries of the technical products that will come out of it.

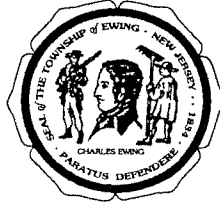
Our hope and expectation is that this project, by laying the groundwork for smart-growth redevelopment in the urban core, will offer powerful, long-term secondary benefits to residents of the City of Trenton. And for that it has our unhesitating support.

Sincerely,

Andrew Carten
Director of Planning

Janet McLaughlin
Chairperson

Robert Kull, PP
Vice-Chairperson



Daniel Brandt
Iman Reed AQuddus
Sandra McCord
David Rose
Phil Vecere

EWING TOWNSHIP REDEVELOPMENT AGENCY
MUNICIPAL COMPLEX * 2 JAKE GARZIO DRIVE, EWING, NJ 08628 *
(609) 883-2900 ext. 7648 * FAX (609) 538-0729

February 22, 2007

Karen Cilurso, Senior Regional Planner
Delaware Valley Regional Planning Commission
American College of Physicians Building, 8th Floor
190 N. Independence Mall West
Philadelphia, PA 19106

Dear Ms Cilurso,

I am writing to express the Ewing Township Redevelopment Agency (ETRA) support for Mercer County and its proposed project for the DVRPC Transportation and Community Development Initiative. This important project will help us align our Olden Avenue Redevelopment Plan with land uses and planning efforts in adjacent municipalities.

The ETRA match, proposed by the County in this proposal, consists of a conservative allotment for staff costs associated with information sharing and preparing for and attending project meetings. There is no question of our participation at this modest level, but it understates our commitment to the redevelopment effort of which the TCDI project is a part.

Throughout this spring, ETRA will hold public meetings to update our Redevelopment Plan. The Plan will include selected recommendations from the Urban Land Institute vision plan and will complement aspects of the County's TCDI project. In addition to the County TCDI project, we will be conducting environmental studies on several potentially re-developable parcels. While these planning investments do not directly contribute to the County's tightly-focused TCDI project, they include the TCDI project area and contribute to the same goals.

If I can provide any additional information, please do not hesitate to contact me at 609-883-2900 x7648.

Sincerely,



Anthony P. Carabelli, Jr.
Executive Director

TOWNSHIP OF LAWRENCE

P. O. BOX 6006

LAWRENCEVILLE, NEW JERSEY 08648

Office of Municipal Manager
609.844.7005

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22 February 2007

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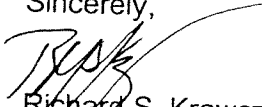
Re: Mercer Crossings Redevelopment Area

Dear Ms Cilurso:

The Township of Lawrence has a strong interest in Mercer County's multi-municipal planning effort in the 'Mercer Crossings' redevelopment area. My predecessor participated in the Urban Land Institute study, the final presentation for which took place in our Council Chambers. We have hosted other meetings, and I have fully participated in more recent planning efforts, including the DVRPC traffic study and the Project for Public Spaces study of the Trenton Farmer's Market and neighboring sites, which lie in Lawrence. We see the area along Princeton Avenue and Spruce Street as critical for the quality of life of residents in Tiffany Woods (moderate income) and Project Freedom (physically disabled) housing developments. Development and redevelopment in this area will strongly influence what happens in the nearby Business Route 1 Main Street redevelopment project.

The project that Mercer County has identified for TCDI funding is a logical next step. Coordination efforts so far have identified the issues and the parameters for inter-municipal agreement on a planning vision. This project will generate the technical products that will begin to put those agreements into effect. Mercer County can expect full participation in this project from me and my staff.

Sincerely,


Richard S. Krawczun, CMFO
Municipal Manager

RSK/gle

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THE TOWNSHIP OF EWING

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February 22, 2007

Karen Cilurso, Senior Regional Planner
Delaware Valley Regional Planning Commission
American College of Physicians Building, 8th Floor
190 N. Independence Mall West
Philadelphia, PA 19106

Dear Ms Cilurso,

The Township of Ewing is highly committed to working with Mercer County on their Transportation and Community Development Initiative project. The previous Township administration participated fully and actively in the County's earlier 'Mercer Crossings' planning studies and I am pleased to continue that commitment. The County may call on my staff for services as needed, and can expect participation at project meetings by me or my Business Manager.

As the County's proposal makes clear, there is a strong need for coordinated redevelopment planning in eastern Ewing and neighboring municipalities. In particular, there is a strong need to solve some of the traffic problems on Spruce Street, regardless of whether Wal-Mart builds on a site there that mostly impacts Ewing and that almost solely benefits Lawrence. Ewing is committed to joint planning on this road frontage to preserve mobility, enhance safety, and provide for economic development that makes sense for all our citizens.

If I can do anything more to advance this important project, please let me know.

Sincerely,

Jack Ball
Mayor